



ORDER

Flight Dates **08/20/12-08/28/12**

Contract / Revision **303371 /**

Original Date / Revision
08/16/12 08/16/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # **820828**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$12,771.25	\$15,025.00	0.00	07/30/12	08/26/12	30	\$12,771.25	\$15,025.00
September 2012	6	\$2,613.75	\$3,075.00	0.00	08/27/12	08/28/12	6	\$2,613.75	\$3,075.00
Totals	36	\$15,385.00	\$18,100.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	08/20/12	08/27/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	11111--		5			\$225.00			0.00			
Week: 08/27/12		08/27/12	09/02/12	1-----		1			\$225.00			0.00			
2	KNXV	08/25/12	08/25/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



KNXV

Print Date: 08/16/12

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Contract / Revision **303371** Flight Dates **08/20/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **820828**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	KNXV	08/25/12	08/25/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-	1		\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/20/12-08/26/12		Sa 5pm News		5p-530pm	-----Sa--	:30		(\$100.00)		0.00 NM		
Credited														
5	KNXV	08/20/12	08/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	111-1--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	111-1--	4		\$450.00		0.00					
Week:		08/27/12	09/02/12	1-----	1		\$450.00		0.00					
6	KNXV	08/20/12	08/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	11111--	5		\$600.00		0.00					
Week:		08/27/12	09/02/12	1-----	1		\$600.00		0.00					
7	KNXV	08/25/12	08/25/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-	1		\$250.00		0.00					
8	KNXV	08/26/12	08/26/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S	1		\$600.00		0.00					
9	KNXV	08/20/12	08/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	6	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	11111--	5		\$500.00		0.00					
Week:		08/27/12	09/02/12	1-----	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
6	KNXV	08/27/12-09/02/12		M-F 630pm-7pm		630pm-7pm	M-----	:30		(\$500.00)		0.00 NM		
See MG 9.7														
[NA no time available. rate jtaylor 6/28/12]														
7	KNXV	08/27/12-08/27/12	M-F 630pm-7pm			630pm-7pm	M-----	:30		\$1,500.00		0.00 NM		
Ⓜ MG for 9.6 08/27														
10	KNXV	08/25/12	08/25/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-	1		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/20/12-08/26/12		SA 630pm-7pm		630pm-7pm	-----Sa--	:30		(\$250.00)		0.00 NM		
Credited														
11	KNXV	08/20/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	M-----	1		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/20/12-08/26/12		Monday Prime C		9pm-10pm	M-----	:30		(\$1,000.00)		0.00 NM		
Credited														
[Credit. Will be MG.]														
Week:		08/27/12	09/02/12	M-----	1		\$1,000.00		0.00					



KNXV

Print Date: 08/16/12

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Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **820828**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11	KNXV	08/20/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1			\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	08/27/12-09/02/12		Monday Prime C		9pm-10pm	M-----	:30		(\$1,000.00)		0.00 NM		
Credited [Credit. Will be MG.]														
12	KNXV	08/22/12	08/22/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--W----		1			\$1,000.00		0.00			
14	KNXV	08/23/12	08/23/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---T---		1			\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/20/12-08/26/12		Thursday Prime B		8pm-9pm	---Th----	:30		(\$1,500.00)		0.00 NM		
Credited														
15	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1			\$1,500.00		0.00			
16	KNXV	08/26/12	08/26/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$1,500.00		0.00			
E 19	KNXV	08/20/12	08/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$150.00	P-6	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		5			\$150.00		0.00			
E 20	KNXV	08/27/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	MT-----		2			\$150.00		0.00			
N 21	KNXV	08/20/12	08/20/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1			\$1,000.00		0.00			
													Totals	36 \$18,100.00

*Tax 1 Note: Tax 0.5%.

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